

ORDER



Orders
Order / Rev: 704375
Alt Order #: 06262008
Product Desc: OBAMA SKED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	4	\$20,250.00	\$17,212.50
08/06/12	08/12/12	42	\$62,675.00	\$53,273.75
08/13/12	08/19/12	52	\$36,850.00	\$31,322.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$119,775.00	\$101,808.75	0.00
Totals	98	\$119,775.00	\$101,808.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/13/12	08/17/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			3			\$500.00		0.00			
2	WKYC	08/13/12	08/17/12	M-F 10-11a TODAY SHOW	CM	10a-11a	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			5			\$225.00		0.00			
3	WKYC	08/06/12	08/10/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			2			\$1,000.00		0.00			
4	WKYC	08/13/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--			2			\$600.00		0.00			
5	WKYC	08/13/12	08/17/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/13/12	08/17/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			2		\$250.00		0.00				
6	WKYC	08/13/12	08/17/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$250.00		0.00				
7	WKYC	08/13/12	08/17/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			3		\$350.00		0.00				
8	WKYC	08/13/12	08/17/12	Early Today Early Today	CM	4a-430a	MTWTF--	:30	5	\$25.00	P-2	0.00	NM	3	\$75.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			5		\$25.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		Early Today		4a-430a	MTWThF----	:30		(\$25.00)		0.00	NM		
See MG 26.2															
5	NKYC	08/13/12-08/19/12		Early Today		4a-430a	MTWThF----	:30		(\$25.00)		0.00	NM		
See MG 26.2															
9	WKYC	08/13/12	08/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	4	\$425.00	P-2	0.00	NM	4	\$1,700.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$425.00		0.00				
10	WKYC	08/13/12	08/17/12	M-F 430a-5a 430a News	CM	430a-5a	MTWTF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			2		\$100.00		0.00				
11	WKYC	08/06/12	08/10/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWTF--			5		\$1,400.00		0.00				
12	WKYC	08/13/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$650.00		0.00				
13	WKYC	08/06/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	8	\$750.00	P-2	0.00	NM	8	\$6,000.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	MTWTF--			8		\$750.00		0.00				
14	WKYC	08/13/12	08/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			2		\$850.00		0.00				
15	WKYC	08/13/12	08/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			3		\$1,200.00		0.00				
16	WKYC	08/06/12	08/10/12		CM	7-730p	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00

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				M-F 7-730p Channel 3 News at 7P											
OLYMPIC EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					3	\$1,400.00		0.00			
17	WKYC	08/06/12	08/10/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	10	\$750.00	P-2	0.00	NM	10	\$7,500.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					10	\$750.00		0.00			
18	WKYC	08/13/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	8	\$850.00	P-2	0.00	NM	8	\$6,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					8	\$850.00		0.00			
19	WKYC	08/13/12	08/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					5	\$1,200.00		0.00			
20	WKYC	08/06/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	MTWTF--	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					1	\$12,000.00		0.00			
21	WKYC	08/06/12	08/10/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					2	\$550.00		0.00			
22	WKYC	08/04/12	08/10/12	Olympic Late News Olympic Late News	CM	12x-12:35x	MTWTFSS	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
OLYMPIC LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/12	08/10/12	MTWTFSS					4	\$2,400.00		0.00			
23	WKYC	08/11/12	08/17/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
CH 3 NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTFSS					2	\$1,800.00		0.00			
24	WKYC	08/04/12	08/10/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/04/12	08/10/12	MTWTFSS					5	\$2,000.00		0.00			
25	WKYC	08/11/12	08/12/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----SS					2	\$2,000.00		0.00			
26	WKYC	08/11/12	08/11/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$1,475.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Sat 1030a-11a		Sat 1030-11a	-----Sa--	:30		(\$125.00)		0.00	NM		
See MG 26.2															
2	NKYC	08/08/12-08/11/12		Olympics Late Fringe		Olympic Late Frin	--WThFSa--	:30		\$1,475.00		0.00	NM		
Ⓜ MG for 8.1,8.5,28.1,27.1,26.1															
27	WKYC	08/12/12	08/12/12		CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	0	\$0.00

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WKYC

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Su 12-1230p Channel 3 News at Noon Su															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Su 12-1230p		12-1230p /Su	-----Su	:30		(\$450.00)		0.00	NM		
See MG 26.2															
28	WKYC	08/12/12	08/12/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
Channel 3 News Sun 9a															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					1	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Sun 9-1030a		9a-1030a	-----Su	:30		(\$850.00)		0.00	NM		
See MG 26.2															
29	WKYC	08/14/12	08/14/12	Tues Prime Other	CM	Various	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
Tues Prime Other (8:00 PM-10:00 PM)															
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$6,000.00		0.00			
30	WKYC	08/04/12	08/04/12	Olympics Prime	CM	Olympic Primetime	-----S-	:30	2	\$8,125.00	P-2	0.00	NM	2	\$16,250.00
Olympic Primetime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					2	\$8,125.00		0.00			
													Totals	98	\$119,775.00